

**Friendship Heights  
Transportation Management District  
Advisory Committee  
June 14, 2011**

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**Voting Members Present**

Joe Dixon	GEICO
William P. Farley (Chair)	Town of Somerset
Tiffany Gee (Vice Chair)	Chevy Chase Land Company
Kerri Gates	The JBG Companies
David Glass	Chevy Chase Village Board of Managers
Cobey R. Kuff	Wisconsin Place
Allison Lazare	United Educators Insurance
Ann F. Lewis	Friendship Heights Village
Bill McCloskey	Citizens Coordinating Committee on Friendship Heights
William Nathan	M&T Bank
Robert Schwarzbart	Friendship Heights Village Council

**TMD Staff Present**

Jim Carlson	MCDOT/Transit Services Division-Commuter Services
Sheila Wilson	MCDOT/Transit Services Division-Commuter Services

**Absent**

Sandra L. Brecher	MCDOT/Transit Services Division-Commuter Services
Nakengi Byrd	MCDOT/Transit Services Division-Commuter Services
Julie Davis	Somerset House Management Assn.
Cherian Eapen	M-NCPPC
Capt. Russell Hamill	Montgomery County Police
Kenneth Hartman	B-CC Services Center

**Guests**

Campbell Graeb	Citizens Coordinating Committee on Friendship Heights
Bob Joiner	The Agenda News

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Abbreviations used herein include:

M-NCPPC = Maryland-National Capital Park and Planning Commission  
TDM = Transportation Demand Management  
TMD = Transportation Management District

**Items 1, 2 & 3 – Introductions/Minutes Approval/Chair’s Comments:** Chair William Farley called the meeting to order and asked members and guests to introduce themselves.

**ACTION:** Mr. Farley called for nominations for Chair and Vice Chair for the upcoming year starting in July. Robert Schwarzbart made a motion to nominate Mr. Farley to continue as Chair, and Tiffany Gee to continue as Vice Chair. The motion was seconded and carried by a unanimous vote. Mr. Farley and Ms. Gee will continue to serve as Chair and Vice Chair.

**ACTION: Mr. Farley** asked if Committee members had reviewed the May minutes and if there were any changes. There were no suggested changes to the minutes. **Mr. Farley** asked for a motion to approve the minutes; a motion was made and seconded. The May minutes were approved.

**Jim Carlson** said that the minutes of late had become somewhat more detailed, with more verbatim comments than are necessary. **Mr. Carlson** said he would strive to make future meeting minutes more concise, and summarize comments where appropriate. Exceptions to this may include statements of a controversial nature, presentations by political guests, or other information which may require a fuller exposition. Committee members expressed their concurrence with a more concise minutes format.

**Mr. Farley** said there had been previous discussion regarding cancellation of the July meeting. He opened the meeting for further discussion. **Mr. Schwarzbart** reiterated his opinion that historically the July meetings tended to be poorly attended, such as last year's meeting, when there was just a 'bare' quorum. He said it is important that guests, such as **Delegate Ariana Kelly**, who would be attending the September meeting, see that these meetings are well attended and that the members are engaged; it would be embarrassing for the Committee to have to vote on two sets of minutes or vote on a postponed matter because there was no quorum in the previous meeting. **Mr. Schwarzbart** added that there would be no real disruption to the Committee's activities by skipping two months. Other TMD advisory committees, such as Silver Spring, Bethesda and North Bethesda all meet less often than the Friendship Heights TMD, with North Bethesda meeting quarterly. **David Glass** said he did not see a problem with having the July meeting and was opposed to canceling it.

**ACTION: Mr. Farley** asked for a motion to cancel the July meeting. The motion was made and seconded. The Committee voted to cancel the July meeting; **Mr. Glass** voted nay.

**Item 4 – Transportation Demand Management (TDM) in Montgomery County: Mr. Carlson** presented an overview of Montgomery County's TDM programs.

TDM and its purpose:

- TDM = Transportation Demand Management: Any method of reducing demand for road capacity, primarily during the peak commuting periods. The Maryland-National Capital Park and Planning Commission (M-NCPPC) has set 6:30 AM to 9:30 AM as the peak morning period for Montgomery County.
- Mission of TDM – to promote use of alternatives to the single occupant vehicle (SOV) and to address congestion and air quality concerns.
- TDM is work trip focused. Commuter Services partners with the business/employment community. There is some limited outreach to the residential community.
- TDM helps communities, businesses and employees/residents by:
  - Addressing traffic congestion and air quality/climate change concerns
  - Making more efficient use of infrastructure
  - Providing more sustainable, economical land use patterns
  - Improving workforce access
  - Improving recruitment and retention of employees
  - Reducing the cost of office space & parking
  - Encouraging good 'corporate citizenship' and 'green' thinking
  - Saving taxes
- The backbone of TDM is the transit system:
  - All transit, including Metrorail, Metrobus, Ride On, MARC, MTA buses
  - Other TDM measures promoted, including car/vanpooling, biking, walking, telework
- TDM promotes amenities and adjuncts to make using transit or alternative transportation modes more attractive and sensible:

- Bus shelters, benches
- Adequate lighting, landscaping, security
- Pedestrian amenities, safety
- Clear, easy-to-use information
  - Static information: timetables, route maps
  - Dynamic information: real time information / “Next Bus”
- Parking management – promotion of ‘parking parity’, subsidizing transit equally with parking
- Car sharing
- Bike paths, racks/lockers, showers
- Bike sharing
- SmarTrip/SmartBenefits
- Guaranteed Ride Home (GRH)
- Other related programs and services
- Transportation Management Districts
  - Traffic reduction efforts are focused in five TMDs
    - Friendship Heights
    - Silver Spring
    - Bethesda
    - North Bethesda
    - Greater Shady Grove
  - Mode share goals are established for each TMD – goals range from 26 percent non-auto driver mode share to 46 percent
    - Friendship Heights mode share goal = 39 percent
    - FHTMD generally close to the 39 percent goal, per surveys
  - Each TMD receives input from the community through advisory committees
    - Diverse perspectives from employers, developers, residents and public agencies

In connection to the TMD committee’s advisory role, **Mr. Schwarzbart** said the change in format for the annual budget priorities meeting with **County Executive Leggett**, instituted this year, greatly undermines the ability of the TMD chairs to effectively communicate their budget and project priorities. The previous meeting format, which allowed committee chairs to meet with **Mr. Leggett** in his conference room, and which were by necessity smaller groups, was much more conducive to communication; committee representatives could command more of his attention and more fully engage him in a discussion. The new, large audience format in the cafeteria of the Executive Office Building severely limits the amount of time people have to give their remarks, and distracts from their ability to communicate their message.

**Mr. Schwarzbart** suggested that a letter be drafted, asking that the annual budget priorities meeting be returned to its previous small group format in the **County Executive’s** conference room. **Mr. Schwarzbart** said he would draft the letter.

**ACTION:** A motion was made to draft a letter to **County Executive Leggett**, recommending a return to the small group format for the annual budget priorities meeting. The motion was seconded and the Committee members voted in favor of the letter.

**Mr. Carlson** concluded the presentation with a few additional points:

- Commuter Services provides assistance to all employers of any size and all employees throughout the County, not just within the TMDs
  - More than 2,200 employers with about 200,000 employees are involved in some way with Commuter Services programs

- The basics of employer and developer cooperation include:
  - Appointing a liaison (Transportation Benefits Coordinator or “TBC”) to assist employees with commute options serve as a point of contact for TMD/Commuter Services staff
  - Facilitate access to tenants/employees to provide education about commuter programs and services
  - Permit and facilitate the use of space at the site on a periodic basis for marketing outreach
  - Designate a permanent display area with transit-related information
  - Participate in the Annual Commuter Survey
  - Compile information and monitor results of traffic mitigation program elements at the development/building

The meeting concluded early by prior arrangement so members could take a walking tour of the TMD to identify problem areas.

Next meeting date: September 13, 2011